## Ast, Fatima M.

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Sent: Friday, December 10, 2004 10:00 AM

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# Research Summary - December 10, 2004

## Marked Documents

- eFax.com and yesmail.com Announce E-Commerce Partnership PR Newswire. New York: Jul 20, 1999. p. 1
- http://proquest.umi.com/pqdweb?index=0&did=00000043293382&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649
  - - YesMail Taps closerlook.com for Brand Identity Creation and Web Site Development PR Newswire, New York: Jul 20, 1999. p. 1
- http://proquest.umi.com/pqdweb?index=0&did=00000043292316&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649
- yesmail.com Gives Consumers a New Set of Free Email Shopping Tools Called My.YesMail PR Newswire. New York: Jul 2, 1999. p. 1
- http://proquest.umi.com/pqdweb?index=0&did=00000042868930&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649
- yesmail.com(TM) Gives Marketers New Tools to Reach Consumers
  - PR N wswire. New York: Jun 22, 1999. p. 1
- http://proquest.umi.com/pqdweb?index=0&did=00000042569161&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-

&VName=PQD&TS=1102690794&clientId=19649

yesmail.com Purchases Starting Point, to Expand Its Leading Permission email Business PR Newswire. New York: Jun 15, 1999. p. 1 http://proquest.umi.com/pqdweb?index=0&did=00000042399740&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientid=19649

yesmail.com, inc. Files Registration Statement for Initial Public Offering PR Newswire. New York: Jun 8, 1999. p. http://proquest.umi.com/pqdweb?index=0&did=000000042230973&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649

yesmail.com Launches Anti-SPAM Awareness Drive PR Newswire. New York: Jun 3, 1999. p. 1 http://proquest.umi.com/pqdweb?index=0&did=00000042087315&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649

YesMail Announces Three New YesMail Network Affiliate Partners PR Newswire. New York: Jun 2, 1999. p. 1 http://proquest.umi.com/pqdweb?index=0&did=00000042064811&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VJype=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649

PR Newswire, New York: May 3, 1999, p. 1 yesmail.com Debuts at @d:tech '99

http://proquest.umi.com/pqdweb?index=0&did=000000041023744&SrchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649

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&date=BEFORE&sqpesmail&searchintenace=1&pubtitle=&ts=1102690457&moreoptstate=CLOSED&rqt=305&vinst=PROD&todate=&searchbuttonimage.y=7&x=&clientid=19649&x=-&dbid=1004%2C4795%2C999%2C3%2C3362%2C1084%2C570%2C5%2C3360%2C4%2C3314%2C3319%2C1906%2C5921%
2C576%2C3194%2C603%2C2%2C1073%2C13475%2C1009%2C4138%2C13474%2C7262%2C712%2C2382%
2C576%2C3194%2C603%2C2%2C1073%2C13475%2C1009%2C4138%2C13474%2C7262%2C712%2C2382%
2C541&jsanabled=1&mame=PQD&querysyniax=PQ&searchbuttonimage.x=9&stype=all&revpos=all&sortby=REVERSE\_CHRON&at=any&revtype=review&x=-&vtype=PQD&author=

## **Visited Publications**

PR Newswire; New York

http://proquest.umi.com/pqdweb?RQT=318&VType=PQD&\'Inst=PROD&VName=PQD&pmid=000011947&TS=1102690794&clientId=19649

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From: Pro Cuest



### eTrack Campaign Reports clm91011

Customer: XYZcompany As of: 2/16/00 3:33:35 PM

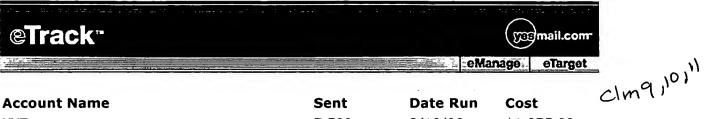
Below is a list of your campaigns and the programs associated with each campaign. Double click on a program name

to go to the report summary for that program.

Campaign: XYZcompany feb. test Insertion Order Report									
Program	Program				Response	Program	Cost		
Name	ID	Run	Sent	Response	Rate %	Cost	Per Response		
\$10 dollars off membership (text)	5147	2/10/00	7,500	537	7.16%	\$1,875.00	\$3.49		
\$10 dollars off membership (html)	5172	2/10/00	7,500	848	11.31%	\$1,875.00	\$2.21		
refer a friend (text)	5174	2/10/00	11,250	605	5.38%	\$1,800.00	\$2.98		
refer a friend (html)	5176	2/10/00	11,250		7.96%	\$1,325.00			
SubTotal			37,500	2,885	7.69%	\$6,875.00	\$2.38		

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**Account Name** 

Sent

**Date Run** 

Cost

XYZcompany

7,500

2/10/00

\$1,875.00

**Campaign** XYZcompany feb. test

Program \$10 dollars off membership (text)

**CPM** 

\$250.00

As of: 2/16/00 3:50:25 PM

Offer Matrix

Click on an offer to view detail by time.

Rep	port	To	tal Respo	ise	Unique Response		
Offer	Num Actions	Response	Resp. Rate	Cost Per Click	Response	Resp. Rate	Cost Per Click
landing page	4	537	7.16%	\$3.49	456	6.08%	\$4.11
Totals	,	537	7.16%	\$3.49	456	6.08%	\$4.11

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am9,10,11 **Account Name** Sent **Date Run** Cost

XYZcompany

7,500

2/10/00

\$1,875.00

**Campaign** XYZcompany feb. test

**Program** \$10 dollars off membership (html)

**CPM** 

\$250.00

As of: 2/16/00 4:02:00 PM

Offer Matrix

Click on an offer to view detail by time.

Rep	port	To	otal Respor	ıse	Unique Response		
Offer	Num Actions Response Resp. Cost Per Rate Click		Response	Resp. Rate	Cost Per Click		
landing page	4	848	11.31%	\$2.21	611	8.15%	\$3.07
Totals		848	11.31%	\$2.21	611	8.15%	\$3.07

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December 10, 2004

#### eTrack Campaign Reports

clm9,10,11

Customer: Brian's Pet SuperStore As of: 6/16/99 8:54:33 AM

Below is a list of your campaigns and the programs associated with each campaign. Double click on a program name to go to the report summary for that program.

	Campaign: Summer Blowout Special									
Program Name										
HousePets	12	6/4/99	25000	2129	8.52%	\$7,000.00	\$3.29			
Supplies	13	6/9/99	21000	2097	9.99%	\$5,500.00	\$2.62			
SubTotal			46000	4226	9.19%	\$12,500.00	\$2.96			

Account NameSentDate RunCostBrian's Pet SuperStore250006/4/99\$7,000.00

**Campaign** Summer Blowout Special

**Program** HousePets

**CPM** \$280.00

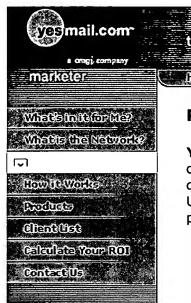
As of: 6/16/99 8:59:29 AM

Offer Matrix

Click on an offer to view detail by time.

		Т	otal Respo	Unique Response			
Offer	Num Actions	Response	Resp. Rate	Cost Per Click	Response	Resp. Rate	Cost Per Click
<u>Dogs</u>	4	3314	13.26%	\$2.11	2307	9.23%	\$3.03
<u>Cats</u>	4	3021	12.08%	\$2.32	1723	6.89%	\$4.06





the permission email network"

Privery About the Network

#### **Products**

YesMail gives you the tools you need to reach your customers. Each of the **YesMail** products and services is designed to put you in direct contact with your target market. Used together, these products and services form an effective permission-based direct marketing strategy on the web.

eTarget<sup>™</sup> | eTrack<sup>™</sup> | eCampaign<sup>™</sup>

**---**

eTarget is a powerful audience selection tool that works with personal interest information collected from YesMail members. The features of this tool include:

#### **Audience Selection**

clm 1,13,15,9

- Select an audience by searching for a category/characteristic
- Thesaurus to recommend related categories/characteristics on search results
- clm 14 Shopping cart system to build and review audience
- De-duplicate or create intersections of audience segments
- Maintain running totals of counts and audience price
- Spread a target audience size over selected categories by flat or weighted percentages
- Save selected audiences
- Edit saved audiences

#### Program Delivery

clm 4,13

- Collects basic descriptive information about the program
- Group programs by campaigns
- Allows for creation of message content in variety of formats (Text, HTML, AOL HTML)
- Preview message before sending
- Collects delivery timing information
- Allows for specification of multiple action tracking rules (used by eTrack)
- Collects payment information by credit card or house account